## **ORDER**

104117 Orders Order / Rev: Alt Order#: 06831873 Product Desc: BERKLEY FOR SENATE Estimate: Flight Dates: 08/28/12 - 09/03/12 Primary AE: Amy McCreary Original Date / Rev: 07/09/12 / 07/09/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Advertiser Name: "Berkley, Shelley for Senate Demographic: A35+ New Business Thru: Product Codes: PLC01 Order Separation: 00:15:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	73	\$53,950.00	\$45,857.50

lotais				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	73	\$53,950.00	\$45,857.50	0.00
Totals	73	\$53,950,00	\$45.857.50	0.00

Advertiser External ID:

Agency External ID:

## Account Executives

Priority:

Revenue Codes:

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	49%	\$53,950.00
Market	100%	\$110,102.04

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$22,020.41
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$17,616.33
KTUD	0%	\$0.00
KVVU	13%	\$14,313.27
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,202.04

	_n	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Spot	s	Rate Pri	Rtg Type S	pots	Amount
E	1	KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp w M-F 5-6a WakeUp v	-	5-6a	-TWTF	:30	8	\$400,001	0.00 NM	8	\$3,200.00
		NEWS			•	~								
	W	<u>Sta</u> eek: 08/2		End Date 09/02/12	<u>Weekdays</u> <u>S</u>	pots/Week ន	<u>Rate</u> \$400.00	Rating						

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Order / Rev:

104117

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06831873

Product Desc:

BERKLEY FOR SENATE

Flight Dates: 08/28/12 - 09/03/12 Estimate:

30S

End Inventory Code Break Start/End Time Days Ln Ch Start Len Spots Rate Pri Rtg Type Spots Amount KSNV 08/28/12 08/31/12 M-F 5-6a WakeUp w/WaQM -TWTF :30 \$400.001 0.00 NM \$3,200.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Rating Weekdays Spots/Week Rate Week: 08/27/12 09/02/12 -TWTF--\$400.00 0.00 5-6a KSNV 09/03/12 09/03/12 M-F 5-6a WakeUp w/WaQM :30 2 \$400.001 0.00 NM 2 \$800.00 M-----M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Rate Rating Spots/Week 09/09/12 M----\$400.00 Week: 09/03/12 0.00KSNV 09/03/12 09/03/12 M-F 6-7a WakeUp w/Wa0M 6-7a M----:30 2 \$700.001 0.00 NM 2 \$1,400.00 M-F 6-7a WakeUp w/Wagners NEWS Start Date End Date Weekdays Rate Rating Spots/Week 09/09/12 Week: 09/03/12 \$700.00 0.00 KSNV 08/28/12 08/31/12 M-F 6-7a WakeUp w/WaQM 6-7a -TWTF--:30 \$700.001 0.00 NM 8 \$5,600.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/02/12 -TWTF---Week: 08/27/12 \$700.00 0.00 E 5 KSNV 09/03/12 09/03/12 Today Show CM 658a-9am :30 \$1,400,001 0.00 NM \$1,400.00 Today Show TODAY Start Date Spots/Week Rate Rating **End Date** <u>Weekdays</u> Week: 09/03/12 09/09/12 \$1,400.00 0.00 E 6 KSNV 08/28/12 08/28/12 **Today Show** CM 658a-9am :30 1 \$1,400.001 0.00 NM \$1,400.00 Today Show TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 -T----\$1,400.00 0,00 E 7 KSNV 08/28/12 08/31/12 Noon News CM 12-1230pm -TWTF~~ :30 \$425.001 0.00 NM \$1,700.00 Noon News **NEWS** Spots/Week **End Date** Rating Start Date <u>Weekdays</u> Rate -TWTF--Week: 08/27/12 09/02/12 \$425.00 0.00 09/03/12 09/03/12 :30 \$425.001 KSNV Noon News CM 12-1230pm M-----1 0.00 NM 1 \$425.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$425.00 0.00 M-F Today Show II 3rd H0M KSNV 09/03/12 09/03/12 9-10a M----:30 \$500.001 0.00 NM \$500.00 M-F Today Show II **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 M----\$500.00 0.00 E 10 KSNV 08/28/12 08/31/12 M-F Today Show II 3rd HBM 9-10a -TWTF--:30 4 \$500.001 0.00 NM \$2,000.00 M-F Today Show II **NEWS** Spots/Week **V**Veekdays Rating Start Date **End Date** Rate Week: 08/27/12 09/02/12 -TWTF--\$500.00 0.00 E11 KSNV 08/28/12 08/31/12 News 3 at 430pm CM 430-5pm -TWTF--:30 \$700,001 0.00 NM \$2,800.00 News 3 at 4:30PM **NEWS** Start Date **End Date** Spots/Week Rate Rating Weekdays Week: 08/27/12 09/02/12 -TWTF---\$700.00 0.00 News 3 at 430pm CM :30 \$700.001 0.00 NM \$700.00 E 12 KSNV 09/03/12 09/03/12 430-5pm 1 News 3 at 4:30PM **NEWS** Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate Week: 09/03/12 \$700.00 09/09/12 0.00 M-----E 13 KSNV 09/03/12 09/03/12 CM 4-430p :30 \$700.001 0.00 NM \$700.00

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06831873

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

08/28/12 - 09/03/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code News 3 at 4	Break	Start/End T	ime Days	Len Sp	oots Rate Pri	Rtg Type S	Spots	Amount
NEWS			News 3 at 4								
<u>St</u> a	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09		09/09/12	M	1	\$700.00	0.00	.00	4 #700.004	0.00.104		40.000.00
		12 08/31/12	News 3 at 4 News 3 at 4	CM	4-430p	-TWTF	:30	4 \$700.001	0,00 NM	4	\$2,800.00
NEWS	art Date	End Date	Mookdovo	Spots/Week	Doto	Dating					
Week: 08		09/02/12	<u>Weekdays</u> -TWTF	<u>30013/44eek</u>	<u>Rate</u> \$700.00	Rating 0.00					
		12 08/31/12	M-F Early News M-F Early News	СМ	5-630p	-TWTF	:30	4 \$1,000.001	0.00 NM	4	\$4,000.00
NEWS Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08		09/02/12	-TWTF		\$1,000.00	0.00					
E 16 KSNV NEWS		12 09/03/12	M-F Early News M-F Early News	CM	5-630p	M	:30	1 \$1,000.001	0.00 NM	- 1	\$1,000.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09		09/09/12	M		\$1,000.00	0.00					
E 17 KSNV	09/02/	12 09/02/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	S	:30	1 \$375.001	0.00 NM	1	\$375.00
VEGAS	SINC		vogas mo.								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08 E 18 KSNV		09/02/12	Face to Face w/ F	1 RaistonCM	\$375.00 730-758pm	0.00 -TWTF	:30	4 \$800.001	0.00 NM	4	\$3,200.00
			Face to Face w/		, , , , , , , , , , , , , , , , , , , ,		,		0,00 11111	•	φοιμούιο
FACE	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 08		09/02/12	<u>vveekdays</u> -TWTF⊹-	4	\$800.00	0.00					
E 19 KSNV FACE	09/03/	12 09/03/12	Face to Face w/ Face to Face w/		730-758pm	М	:30	1 \$800.001	0.00 NM	1	\$800.00
	art <u>Date</u> /03/12	End Date 09/09/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$800.00	<u>Rating</u> 0.00					
		12 09/03/12	M-F Jeop/Wheel M-F Jeopardy/W	CM heel of Fortun	630-730pm e	M	:30	2 \$1,000.001	M/ 00,0	2	\$2,000.00
WH/JE	P art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09		09/09/12	M		\$1,000.00	0.00					
E 21 KSNV	08/28/	12 08/31/12	M-F Jeop/Wheel	СМ	630-730pm	-TWTF	:30	8 \$1,000.001	0.00 NM	8	\$8,000.00
WH/JE	P.		M-F Jeopardy/W	neel of Fortun	e · · · ·						-
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08		09/02/12	-TWTF Sa-Su News 3 at		\$1,000.00 11pm-1135p	0.00 mSS	:30	2 \$1,100.001	0.00 <b>N</b> M	2	\$2,200.00
		12 00/02/12	Sa-Su News 3 at		TTPIII-TTOOP	33	.50	2 \$1,100,001	0.00 14191	2.,	Ψ2,200.0
NEWS St:	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08		09/02/12	SS		\$1,100.00	0.00					
E 23 KSNV NEWS		12 08/31/12	M-F News 3 at El M-F News 3 at E		11pm-1135p	m -TWTF	:30	4 \$1,100.001	0.00 NM	4	\$4,400.0
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 08		09/02/12	-TWTF		\$1,100.00	0.00					
E 24 KSNV NEWS		12 09/03/12	M-F News 3 at El M-F News 3 at E		11pm-1135p	m M	:30	1 \$1,100.001	0.00 NM	1	\$1,100.0
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 09		09/09/12	М		\$1,100.00	0.00					
E 25 KSNV	09/02/	12 09/02/12		CM	Sun 1135p-1	200aS	:30	1 \$200.002	0.00 NM	1	\$200.00

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**KSNV** 

Order / Rev:

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Berkley, Shelley for Senate

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08/28/12 - 09/03/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start Amount Sports Night in Las Vegas Sports Night in Las Vegas SPORTS NIGHT Start Date End Date <u>Weekdays</u> Spots/Week Rating Rate ----S Week: 08/27/12 09/02/12 \$200.00 0.00 E 26 KSNV 09/01/12 09/01/12 Saturday Today СМ :30 \$625.001 0.00 NM 2 \$1,250.00 7a-9am ----S-Saturday Today SAT TODAY Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating ----5-Week: 08/27/12 09/02/12 \$625.00 0.00

Totals 73 \$53,950.00